

De la Rosa Management positions itself in Luxembourg to offer global solutions in internationalization, real estate and business advice

In 2015, **Federico de la Rosa de Cambra** decided to move to Luxembourg to start a new professional stage in the private banking sector.

During this time, he has been able to identify the opportunities offered by the Luxembourg market and has become a young entrepreneur, obtaining a licence to work as an agent, property manager and real estate developer in Luxembourg.

With a great entrepreneurial spirit and currently involved in business development projects for international companies, in this interview we know a little more about our new member of the *EmprendeBelux* community, an initiative that aims to give support and visibility to Spanish entrepreneurs in Belgium and Luxembourg.

You arrived in Luxembourg at the age of 23 to continue your professional career in the financial sector. When and why did you decide to launch your own personal project in the Grand Duchy?

My dream was always to become an entrepreneur. When I arrived in Luxembourg, it is true that I did not yet have the right skills and competences required for entrepreneurship. What I did realise was that I had to know a lot about the world and people to be able to offer global services. I wanted to open my mind and consider new points of view.

Luxembourg allowed me to work in many countries and to mature my ideas. I shared a lot of time with Luxembourg families and their entrepreneurial spirit enabled me to confirm what I already knew, that I was going to develop with them an activity that would allow me two things:



Graduated in law from Carlos III de Madrid and with a Master's degree in Stock Exchange and Financial Markets from the Instituto de Estudios Bursátiles, Federico recently obtained a degree in real estate activities from the Luxembourg Chamber of Commerce (agent, property administrator and developer). Before founding De La Rosa Management, his professional career was linked to Private Banking, where he participated in several global projects (France, Belgium, Luxembourg, USA, Germany, Switzerland...). He has mainly worked advising banking institutions on matters related to banking regulation, risk management and process optimization.

1. To be able to help Spanish and Latin American entrepreneurs to internationalize and expand
2. To be able to help Luxembourgish entrepreneurs to do business in the Spanish and Latin American market.

What are the business areas of your company?

We work as “Business Introducing”, contacting different partners, designing and creating unique and “tailor-made” services in the areas of commercial, real estate, legal and international development.

We have several categories of clients:

- Clients who want to develop and sell their product in Europe, or European customers who want to sell and develop their product in Latin America, Africa, the Middle East or Turkey.
- Families who want to secure their assets in a safe and stable financial environment, we introduce them to the Luxembourg market (one of the most stable countries in the world) and take care of the administrative management (company creation, account opening, meetings with notaries, meetings with lawyers, meetings with the relevant ministries...)
- International families (Latin America, Africa, Middle East or Turkey) who want to invest in Real Estate in Luxembourg (we are dedicated to the construction



and sale in the Grand Duchy).

We offer implementation and business growth opportunities for companies interested in internationalisation. We are currently helping our clients to grow their business in Europe (Spain, Luxembourg, Belgium), Latin America (Peru), Africa (Tunisia), the Middle East

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(UAE, Qatar) and Turkey.

You have recently obtained a license to operate as a Real Estate agent in Luxembourg. What services can you offer to the Spanish community in this sector?

Not only have we obtained the agent’s license, we also have a license to manage property and to develop real estate projects.

As the first Spaniards to have licenses in Luxembourg for real estate activities, we offer different services through our Luxembourg partners:

- Purchase & sale of real estate
- Real estate development projects
- Rental of flats and offices

What added value can you offer compared to your competitors?

I would highlight the following main points:

- I am fluent in several languages: French, Spanish, Italian, Arabic and English.
- International projection: Our mission is to help Spanish entrepreneurs to internationalize and grow, so we have established a solid network of

“For me, entrepreneurship is associated to the change you can make through your ideas in other people’s lives. To be an entrepreneur is to be able to change things in a real way and to be able to see it with your own eyes. It’s a genuine look at any idea.”

contacts.

- Real Estate Services: We have the capacity to access the Spanish and Latin American market offering them the services that we carry out jointly with Luxembourgish businesses.
- A holistic service: We approach the client’s needs from different perspectives that complement each other.

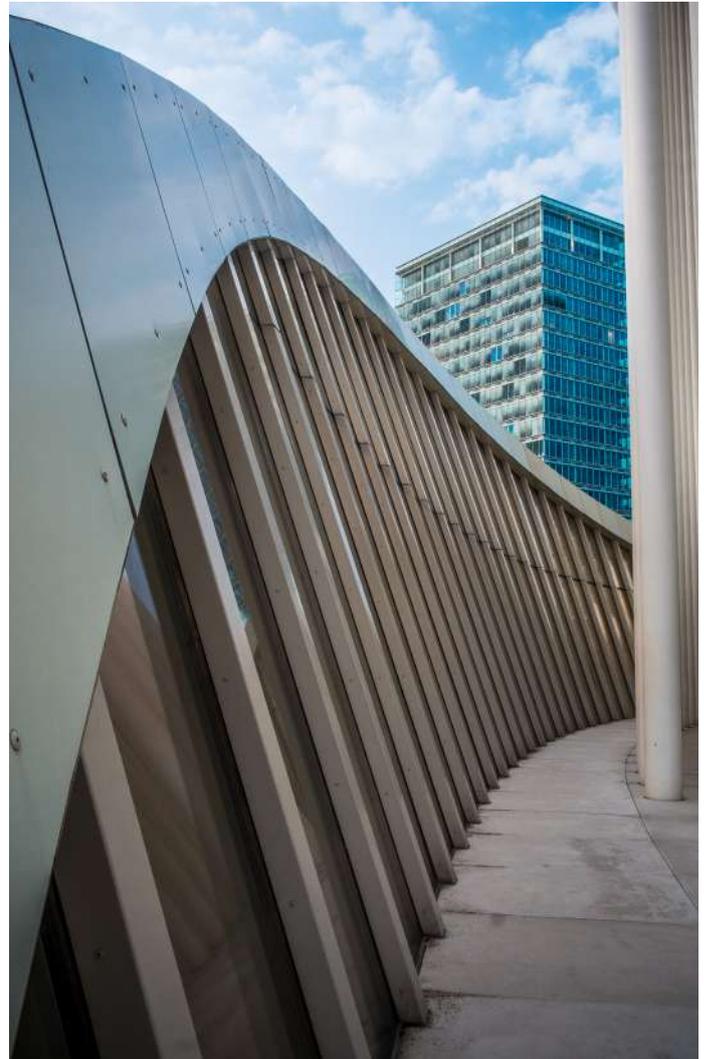
What advantages and obstacles have you found when starting a business in Luxembourg?

The drawbacks I have had during the creation of the company are mainly administrative. As in many countries, public institutions are not always as fast as we would like them to be. However, once you get the licenses, everything is done in a much simpler and natural way.

As for the advantages of starting up in Luxembourg, I would highlight the number of opportunities that exist. If you’re patient, it’s a place where people have a mentality of enterprise, negotiation, innovation, progress... It is a cosmopolitan city, where the culture shock makes a multitude of ideas arise; as well as opportunities.

What 3 tips could you give to other Spanish entrepreneurs who are starting to develop their project in Luxembourg?

1. Mastering French and English are essential in order to communicate in Luxembourg;
2. Take risks and believe in yourself;
3. Be able to adapt positively to adverse situations.



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